

AAN Financials thru Dec 2014 (Year over year summary)

	Thru Dec 2014				NOTES	YTD 2013	
	Year-to Date					Prior Year	
			Variance	% of			
Description	Actual	Budget	Fav/(Unfav)	Budget YTD		Actual	Variance
Revenue:							
Admin	138,920	185,280	(46,360)	74.98%		205,259	(66,339)
Annual Convention	65,414	69,800	(4,386)	93.72%		49,235	16,179
Digital Conference	23,015	29,000	(5,985)	79.36%		43,653	(20,638)
Leadership Conference	17,005	13,000	4,005	130.81%		13,076	3,929
Advertising	249,883	313,170	(63,287)	79.79%		404,210	(154,327)
Total Revenue	494,237	610,250	(116,013)	80.99%		715,433	(221,196)
Expenses:							
Admin	599,924	542,356	(57,568)	110.61%		542,288	57,636
Annual Convention	61,461	75,150	13,689	81.78%		94,277	(32,816)
Digital Conference	18,899	17,450	(1,449)	108.30%		23,473	(4,574)
Publisher Conference	14,736	10,100	(4,636)	145.90%		5,824	8,912
Advertising	101,469	11,800	(89,669)	859.91%		26,885	74,584
Total Expenses	796,489	656,856	(139,633)	121.26%		692,747	103,742
Net Operating Income	(302,252)	(46,606)	(255,646)	-648.53%		22,686	(255,809)
Other Income/Expense:							
Interest and Dividends	147,336	46,000	101,336	320.30%		(51,754)	101,333
Net Income/Loss Before Adj	(154,916)	(606)	(154,310)	25563.70%		(29,068)	(154,476)
2013 Convention Revenue	12,500	0	12,500	0.00%	Correction from 2013: Sponsorship	0	0
Net Income/Loss	(142,416)	(606)	(141,810)	256		(29,068)	(154,476)

AAN Financials December 2014 (Balance sheet) -

ASSETS			
	Year over year	Thru Dec 2014	Thru Dec 2013
Current Assets			
Capitol Securities Management		\$894,517	\$811,570
Media Development Loan Fund		\$40,000	\$77,250
New Citibank Checking 9708		\$9,195	\$4,270
New Citibank Money Market		\$32	\$87,189
Accounts Receivable		\$43,927	\$62,522
Employee Receivable		\$0	\$3,962
Prepays		\$4,187	\$0
TOTAL Current Assets		\$991,858	\$1,046,763
Fixed Assets			
Furniture & Fixtures		\$30,237	\$51,551
Leasehold Improvements		\$1,380	\$1,380
Accumulated Depreciation		(\$30,930)	(\$50,194)
TOTAL Fixed Assets		\$687	\$2,737
TOTAL Assets		\$992,545	\$1,049,500
LIABILITIES AND EQUITY			
Current Liabilities			
Accounts Payable		\$64,213	\$23,694
Accrued Expenses		\$0	\$7,704
Due To Foundation		\$500	\$6,000
Line of Credit		\$69,826	\$30,556
Payroll Liabilities		\$0	\$11,208
Deferred Revenue		\$20,790	\$8,053
Deferred Membership Dues		\$34,493	\$4,646
Deferred Conference Revenue		\$0	\$12,500
TOTAL Current Liabilities		\$189,822	\$104,361
Equity			
Retained Earnings		\$825,912	\$854,980
Opening Balance Equity		\$119,227	\$119,227
Retained Earnings-Current Year		(\$142,416)	(\$29,068)
TOTAL Equity		\$802,723	\$945,139
TOTAL Liabilities and Equity		\$992,545	\$1,049,500

AAN Financials thru Dec 2014 (Administration)

		Thru Dec. 2014			NOTES	YTD 2013	
		Year-to Date				Prior Year	
			Variance	% of			Variance
Description	Actual	Budget	Fav/(Unfav)	Budget YTD		Actual	Fav/(Unfav)
Revenue:							
Awards - Editorial - Entry Fees	25,745	24,430	1,315	105.38%		24,705	1,040
Membership - Application Fees	750	350	400	214.29%		600	398
Membership - Dues - Affiliate	0	2,500	(2,500)	0.00%		0	(2,500)
Membership - Dues - Associate	7,954	11,000	(3,046)	72.31%		6,604	(3,047)
Membership - Dues - Regular	88,722	138,000	(49,278)	64.29%		153,441	(49,279)
Membership-Dues- Other	0	0	0	0.00%		1,257	0
Membership Services - Financial Standards	10,065	4,000	6,065	251.63%		3,700	6,062
Membership Services - Legal Hotline	475	1,000	(525)	47.50%		0	(525)
Sub-Lease Income	1,024	4,000	(2,976)	25.60%		0	(2,976)
Operations - Miscellaneous	4,185	0	4,185	0.00%		14,952	4,185
Total Revenue	138,920	185,280	(46,360)	74.98%		205,259	(46,642)
Expenses:							
Admin Staff-Training	1,040	0	(1,040)	0.00%		961	1,040
Awards - Editorial - Admin Fee	3,000	4,000	1,000	75.00%		4,000	(999)
Awards - Editorial - Miscellaneous	312	0	(312)	0.00%		867	312
Awards - Editorial - Prizes	1,180	250	(930)	0.00%		0	935
Awards-Editorial -Website	2,875	1,500	(1,375)	191.67%		0	2,875
Board of Directors - Committees	2,812	5,600	2,788	50.21%		4,304	(2,787)
Board of Directors - Insurance	4,038	6,578	2,540	61.39%		2,478	(2,539)
Board of Directors - Meetings	33,538	35,375	1,837	94.81%		17,762	(1,836)
Financials - Bad Debt	14,756	0	(14,756)	0.00%		21,029	14,756
Financials - Bank Service Charges	1,029	350	(679)	294.00%		985	682
Financials - Bookkeeping	33,948	13,100	(20,848)	259.15%		13,973	20,851
Financials - Cost of Credit	(8,343)	0	8,343	0.00%		4,606	(8,343)
Financials - Credit Card Fees	492	400	(92)	123.00%		70	93
Freelance -Contributions		3,000	3,000	0.00%		0	(3,000)

Freelane-Commissioned Stories	2,650	2,000	(650)	132.50%		2,500	650
Membership Services - Financial Standards	18,914	18,000	(914)	105.08%		20,369	915
Membership Services - Legal Fees	9,825	9,000	(825)	109.17%		5,044	826
Membership Services - Shared Content	1,955	0	(1,955)	0.00%		60	1,955
Operations - Depreciation	2,050	1,000	(1,050)	205.00%		2,806	1,052
Operations - Dues/Licenses/Subscriptions	1,854	1,600	(254)	115.88%		1,344	255
Operations - Miscellaneous	1,394	0	(1,394)	0.00%		5,139	1,394
Operations - Office Supplies	2,028	3,025	997	67.04%		2,888	(996)
Operations - Postage & Shipping	768	1,625	857	47.26%		770	(857)
Operations - PR & Marketing	5,096	4,100	(996)	124.29%		14,333	997
Operations - Rent & Parking	61,761	70,963	9,202	87.03%		65,943	(9,201)
Operations - Web Development	105	6,100	5,995	1.72%		1,415	(5,995)
Operations - Web Domain Fees	359	750	391	47.87%		1,297	(391)
Operations - Web Maintenance	3,871	4,000	129	96.78%		3,489	(128)
Operations-IT	7,676	9,340	1,664	82.18%		9,085	(1,662)
Staff - Benefits	62,117	48,000	(14,117)	129.41%		53,964	14,118
Staff - Consultants	35,601	24,000	(11,601)	148.34%		2,854	11,603
Staff - Design Services	0	300	300	0.00%		0	(300)
Staff - Grant Writers & Researchers	8,369	5,000	(3,369)	167.38%		775	3,371
Staff - Part-time Help	13,944	6,000	(7,944)	232.40%		10,970	7,946
Staff - Salaries	258,022	244,600	(13,422)	105.49%		257,563	13,423
Staff - Travel & Entertainment	10,888	12,800	1,912	85.06%		8,645	(1,909)
Total Expenses	599,924	542,356	(57,568)	110.61%		542,288	58,066
Net Ordinary Income	(461,004)	(357,076)	(103,928)	129.11%		(337,029)	11,424

AAN Financials thru Dec 2014 (Annual Convention)

		Thru Dec 2014				YTD 2013	
		Year-to Date				Prior Year	
			Variance	% of			Variance
Description	Actual	Budget	Fav/(Unfav)	Budget YTD	NOTES	Actual	Fav/(Unfav)
Revenue:							
Advertising Income	9,292	1,000	8,292	929.20%		465	8,827
Event Fees	4,305	3,800	505	113.29%		3,356	949
Member Registration & Fees	37,108	28,000	9,108	132.53%		21,878	15,230
Non-Member Registration & Fees	3,275	1,000	2,275	327.50%		2,535	740
Sponsors/Exhibitors	11,434	36,000	(24,566)	31.76%	Actual cash. Also in-kind instead of cash.	21,001	(9,567)
Total Revenue	65,414	69,800	(4,386)	93.72%		49,235	16,179
Expenses:							
AV & Internet	14,564	7,000	(7,564)	0.00%		14,234	330
Exhibition - Expenses	1,186	3,800	2,614	31.21%		3,226	(2,040)
Meals & Breaks	10,289	18,000	7,711	57.16%		38,139	(27,850)
Programming - Mobile App	750	800	50	93.75%		0	750
Programming - Postage & Shipping	345	300	(45)	115.00%		0	345
Programming - PR & Marketing	3,328	1,200	(2,128)	277.33%		5,576	(2,248)
Programming - Speaker Expenses	9,047	10,000	953	90.47%		8,902	145
Programming - Supplies	494	150	(344)	329.33%		0	494
Registration - Adjustments	1,964	7,000	5,036	0.00%		7,130	(5,166)
Registration - Expense	618	0	(618)	0.00%		394	224
Social Events	15,581	24,900	9,319	62.57%		13,892	1,689
Social Events - Transportation	3,295	2,000	(1,295)	164.75%		2,784	511
Total Expenses	61,461	75,150	13,689	81.78%		94,277	(32,816)
Net Income/Loss	3,953	(5,350)	9,303	-73.89%		(45,042)	48,995

AAN Financials thru Dec 2014 (Digital Conference)

		Thru Dec 2014			NOTES	YTD 2013	
		Year-to Date				Prior Year	
			Variance	% of			Variance
Description	Actual	Budget	Fav/(Unfav)	Budget YTD		Actual	Fav/(Unfav)
Revenue:							
Advertising Income							
Event Fees	40	0	40	0.00%		0	\$40
Member Registration & Fees	15,325	17,000	(1,675)	90.15%		20,148	(\$4,823)
Non-Member Registration & Fees	1,025	2,000	(975)	51.25%		3,111	(\$2,086)
Sponsors/Exhibitors	6,625	10,000	(3,375)	66.25%		20,394	(\$13,769)
Total Revenue	23,015	29,000	(5,985)	79.36%		43,653	(\$20,638)
Expenses:							
AV & Internet	3,752	3,000	(752)	125.07%		3,545	\$207
Exhibition - Expenses	0	0	0	0.00%		0	0
Meals & Breaks	11,020	7,000	(4,020)	157.43%		12,711	(\$1,691)
Programming - Mobile App	0	0	0	0.00%		0	0
Programming - Postage & Shipping	0	0	0	0.00%		0	0
Programming - PR & Marketing	367	250	(117)	146.80%		250	\$117
Programming - Speaker Expenses	1,287	3,000	1,713	42.90%		3,433	(\$2,146)
Programming - Supplies	0	200	200	0.00%		63	(\$63)
Programming - Website	0	0	0	0.00%		0	0
Registration - Adjustments	0	0	0	0.00%		0	0
Registration - Expense	32	0	(32)	0.00%		83	(\$51)
Social Events	2,441	4,000	1,559	61.03%		3,388	(\$947)
Social Events - Transportation	0	0	0	0.00%		0	0
Total Expenses	18,899	17,450	(1,449)	108.30%		23,473	(\$4,574)
Net Income/Loss	4,116	11,550	(7,434)	35.64%		20,180	(\$16,064)

AAN Financials thru Dec 2014 (Leadership Conference)

	Thru Dec 2014				NOTES	YTD 2013	
	Year-to Date					Prior Year	
			Variance	% of			Variance
Description	Actual	Budget	Fav/(Unfav)	Budget YTD		Actual	Fav/(Unfav)
Revenue:							
Advertising Income	0	0	0	0.00%		0	0
Event Fees	0	0	0	0.00%		0	0
Member Registration & Fees	15,005	9,000	6,005	166.72%		13,076	1,929
Non-Member Registration & Fees	0	1,000	(1,000)	0.00%		0	0
Sponsor/Exhibitors	2,000	3,000	(1,000)	66.67%		0	2,000
Total Revenue	17,005	13,000	4,005	130.81%		13,076	3,929
Expenses:							
AV & Internet	0	800	800	0.00%		75	(75)
Exhibition - Expenses	0	500	500	0.00%		0	0
Meals & Breaks	11,655	5,500	(6,155)	211.91%		4,737	6,918
Programming-Mobile App	0	0	0	0.00%		0	0
Programming - Postage & Shipping	10	25	15	40.00%		0	10
Programming - PR & Marketing	131	0	(131)	0.00%		0	131
Programming - Speaker Expenses	1,565	2,400	835	65.21%		432	1,133
Programming - Supplies	0	75	75	0.00%		0	0
Programming - Website	0	0	0	0.00%		0	0
Registration - Adjustments	0	0	0	0.00%		100	(100)
Registration - Expense	0	0	0	0.00%		0	0
Social Events	358	500	142	71.60%		480	(122)
Social Events - Transportation	1,017	300	(717)	339.00%		0	1,017
Total Expenses	14,736	10,100	(4,636)	145.90%		5,824	14,736
Net Income/Loss	2,269	2,900	(631)	78.24%		7,252	(4,983)

AAN Financials thru Nov 2014 (Advertising) -- Dec 2014 Board Meeting SLC

	Thru Dec 2014				NOTES	YTD 2013	
	Year-to Date					Prior Year	
			Variance	% of			Variance
Description	Actual	Budget	Fav/(Unfav)	Budget YTD		Actual	Fav/(Unfav)
Revenue:							
Advertising - Digital Newsletter	0	6,820	(6,820)	0.00%		650	-650
Advertising - Digital Website	7,566	9,350	(1,784)	80.92%		26,084	-18518
Advertising - Print Display Ads	0	0	0	0.00%		1,000	-1000
Advertising - Print Text Ads	235,798	275,000	(39,202)	85.74%		216,061	19737
Job Board	0	5,000	(5,000)	0.00%		0	0
Monetization - Miscellaneous	6,519	17,000	(10,481)	38.35%		415	6104
Monetization - Miscellaneous	0	0	0	0.00%		160,000	-160000
Total Revenue	249,883	313,170	(63,287)	79.79%		404,210	-154327
Expenses:							
Advertising - Credit Card Fees	10,263	10,000	(263)	102.63%		12,298	-2035
Advertising - Sales Commissions	87,468	1,800	(85,668)	4859.33%		12,577	74891
Advertising - Tax Liabilities	3,109	0	(3,109)	0.00%		40	3069
Monetization - Miscellaneous	550		0	0.00%		0	550
Other	79		(79)	0.00%		1,970	-1891
Total Expenses	101,469	11,800	(89,119)	859.91%		26,885	74584
Net Income/Loss	148,414	301,370	(152,406)	49.25%		377,325	-228911

AAN Financials thru Nov 2014 (Nonoperating Income) -- .							
		Thru Dec 2014			NOTES	YTD 2013	
		Year-to Date				Prior Year	
			Variance	% of			Variance
Description	Actual	Budget	Fav/(Unfav)	Budget YTD		Actual	Fav/(Unfav)
Revenue:							
Interest & Dividends	50,144	46,000	4,144	109.01%		35,336	14,808
Interest Money Market	19	0	19	0.00%		22,294	(22,275)
Realized Gain/Loss on Investment	(579)	0	(579)	0.00%		(19,422)	18,843
Unrealized Gain/Loss on Investment	97,752	0	97,752	0.00%		(89,962)	187,714
Total Revenue	147,336	46,000	3,584	320.30%		(51,754)	199,090
Expenses:							
	0	0	0	0.00%		0	0
Total Expenses	0	0	0	0.00%		0	0
Net Income/Loss	147,336	46,000	3,584	320.30%		(51,754)	199,090